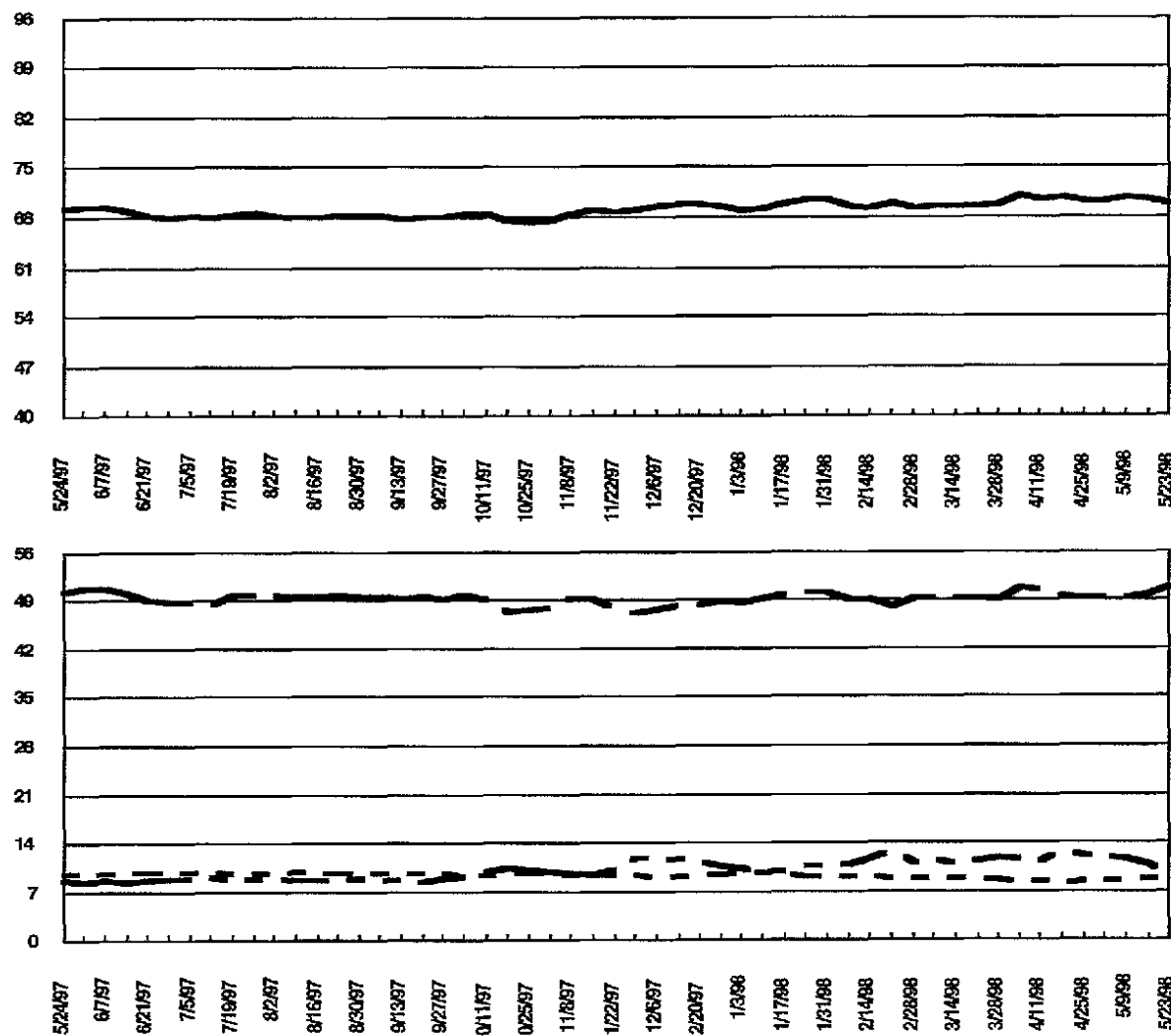
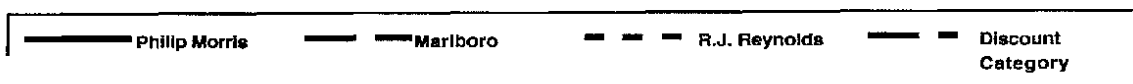


# CIGARETTES CHEAPER (Region 4) THROUGH W/E 5/23/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	69.76	69.67	68.80	69.79	0.99
Marlboro	49.61	50.80	49.46	49.56	0.11
OPB	13.44	14.01	13.91	13.65	-0.25
Basic	6.26	4.40	4.66	6.13	1.46
R. J. Reynolds	8.87	8.84	9.47	8.68	-0.79
Camel	2.17	2.23	2.29	2.14	-0.15
Winston	2.68	2.62	2.90	2.59	-0.31
Doral	0.10	0.10	0.11	0.09	-0.01
B&W	10.23	10.35	11.20	10.23	-0.96
GPC	0.43	0.45	0.53	0.43	-0.10
Lorillard	9.06	9.01	8.80	9.18	0.38
Newport	6.24	6.09	5.64	6.30	0.66
Liggett Group	0.00	0.00	0.24	0.00	-0.24
Premium	89.26	91.01	90.83	89.30	-1.53
Private Label	1.57	1.58	1.24	1.60	0.36
Avg Ind CPW	636.43	689.54	516.50	653.90	137.41
Avg PM CPW	443.99	480.38	355.35	456.34	101.00
Avg Marl CPW	315.76	350.32	255.45	324.09	68.65
# of Stores	70	70	66	70	4



Source: STARS Store Level Data  
Includes All Stores  
Leadership Accounts Package

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